

**AMENDMENTS TO THE CLAIMS:**

*This listing of claims will replace all prior versions, and listings, of claims in the application:*

1. (Currently amended) A semi-transmissive display apparatus, in which a plurality of pixels, each including a transmissive region and a reflective region, are arranged in a matrix pattern, the apparatus comprising:

    a device substrate including, for each of the plurality of pixels, a transparent pixel electrode provided in at least the transmissive region, a reflective plate provided in the reflective region, and a switching device;

    a counter substrate including a common counter electrode and opposing the device substrate; and

    a display layer interposed between the device substrate and the counter substrate, wherein the device substrate is provided with a color filter, an insulating layer is provided over ~~at least a substantial part of~~ the switching device and extends to the transmissive region so as to be provided between the switching device and the reflective plate, [[and]]

    wherein no portion of the reflective plate extends below an upper surface of the insulating layer, and

wherein a thickness of all insulating material provided between the switching device and the reflective plate is substantially equal to a thickness of the insulating layer provided in the transmissive region.

2. (Original) The semi-transmissive display apparatus of claim 1, wherein the transparent electrode is provided closer to the display layer than the color filter so as to cover the color filter, whereas the reflective plate is provided farther away from the display layer than the color filter and the transparent electrode so as to cover the switching device.

3. (Original) The semi-transmissive display apparatus of claim 2, wherein an interlayer insulating film is provided between the color filter and the transparent electrode so as to cover the reflective plate, and a thickness of the interlayer insulating film is determined so that a total optical path length for light traveling through the transmissive region is substantially equal to that for light traveling through the reflective region.

4. (Original) The semi-transmissive display apparatus of claim 3, wherein the interlayer insulating film is made of a resin.

5. (Original) The semi-transmissive display apparatus of claim 2, wherein the reflective plate is electrically connected to neither the switching device nor the transparent electrode.

6. (Original) The semi-transmissive display apparatus of claim 2, wherein:  
the switching device is provided farther away from the display layer than the color filter;  
and  
the transparent electrode is electrically connected to the switching device via a contact hole formed in the color filter.

7. (Previously presented) The apparatus of claim 1, wherein the reflective plate is not electrically connected to the switching device and is not electrically connected to the transparent electrode.

8. (Currently amended) A transflective liquid crystal display apparatus comprising at least one pixel having a transmissive region and a reflective region each contributing to display, the apparatus comprising:

an active substrate including, for the pixel, a transparent pixel electrode provided in at least the transmissive region, a reflector provided in the reflective region, and a transistor switching device electrically communicating with the transparent pixel electrode;

a counter substrate including a common counter electrode and opposing the active substrate;

a liquid crystal layer provided between the active substrate and the counter substrate, wherein the active substrate includes a color filter provided in the reflective region and the transmissive transmission region of the pixel, [[and]]

wherein, in order to cause a thickness of the liquid crystal layer to be less in a substantial portion of the reflective reflection region than in a substantial portion of the transmissive transmission region, an interlayer insulating film is provided between the color filter and the transparent electrode, but only over part of the color filter, so as to cover a substantial portion of the reflective plate, and

wherein, below the interlayer insulating film, an insulating layer is provided over at least a substantial part of the transistor switching device and extends to the transmissive region so as to be provided between the switching device and the reflective plate,

wherein no portion of the reflective plate extends below an upper surface of the insulating layer, and

wherein a thickness of all insulating material provided between the switching device and the reflective plate is substantially equal to a thickness of the insulating layer provided in the transmissive region.

9. (Previously presented) The transflective display apparatus of claim 8, wherein the interlayer insulating film comprises a resin.

10. (Currently amended) The transflective display apparatus of claim 8, wherein ~~the switching device is a transistor, and wherein~~ the reflector is not electrically connected to the transistor and is not electrically connected to the transparent pixel electrode.

11. (Currently amended) A semi-transmissive display apparatus, in which a plurality of pixels, each including a transmissive region and a reflective region, are arranged in a matrix pattern, the apparatus comprising:

    a device substrate including, for each of the plurality of pixels, a transparent pixel electrode provided in at least the transmissive region, a reflective plate provided in the reflective region, and a switching device;

    a counter substrate including a common counter electrode and opposing the device substrate;

    a display layer interposed between the device substrate and the counter substrate, wherein the device substrate is provided with a color filter, and

wherein the transparent electrode is provided closer to the display layer than the color filter so as to cover the color filter, whereas the reflective plate is provided farther away from the display layer than the color filter and the transparent electrode so as to cover the switching device along the profile of an upper surface of the switching device so that the profile of the reflective plate is substantially conformal to the profile of the upper surface of the switching device.

12. (Previously presented) The semi-transmissive display apparatus of claim 11, wherein an interlayer insulating film is provided between the color filter and the transparent electrode so as to cover the reflective plate, and a thickness of the interlayer insulating film is determined so that a total optical path length for light traveling through the transmissive region is substantially equal to that for light traveling through the reflective region.

13. (Previously presented) The semi-transmissive display apparatus of claim 12, wherein the interlayer insulating film is made of a resin.

14. (Previously presented) The semi-transmissive display apparatus of claim 11, wherein the reflective plate is electrically connected to neither the switching device nor the transparent electrode.

15. (Previously presented) The semi-transmissive display apparatus of claim 11,

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Appl. No. 10/779,779

February 22, 2006

wherein: the switching device is provided farther away from the display layer than the color filter, and the transparent electrode is electrically connected to the switching device via a contact hole formed in the color filter.